BSecured

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Securing Originals from Counterfeiting on Blockchain Technology

An ecosystem for enterprises to build trust and authenticity by enabling Blockchain secured QR Codes.

Why Sapphirus?

ADVANCED TECHNOLOGY & INTEGRATED APPROACH
Latest Technology | Innovative Solutions | On Ground Approach

PEOPLE & EXPERIENCE
Dedicated | Domain Expertise | Real Time Experience

AGILE & ADAPTIVE
R & D Centre | Continuous Improvement | Faster Time-to-Market

SUPPORT & IMPLEMENTATION
Smooth Onboarding | Timely Issue Resolution | Customer Advocacy

GOVERNANCE & BEST PRACTICES
Comprehensive Policies & Procedures| Data Privacy & Cyber Security

Sapphirus Systems is a global IT solutions company, working with clients in the areas that impact and redefine the core of their businesses. Founded in 2011, Sapphirus has been serving small, medium, and fortune 500 clients across the globe, having presence in nine countries and serving more than three million users. We utilize industry best practices and processes to ensure we work in a highly confidential and process-oriented environment to meet and exceed the expectations of our customers. Sapphirus portfolio of products serves multiple domains across various sectors.

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MUMBAI - NOIDA - BANGALORE

POWERED BY:

Sapphirus SYSTEMS

www.bsecured.network

CHALLENGES WITH COUNTERFEITING

Economic Losses:
Counterfeiting causes substantial economic losses to enterprises due to lost sales and revenue. Counterfeit products are typically sold at a lower price, attracting customers away from genuine products and leading to reduced market share for the legitimate business.

Brand Reputation:
Counterfeit goods can be of inferior quality and may cause harm or disappointment to customers. When consumers unknowingly purchase fake products, they may associate the poor quality with the genuine brand, damaging its reputation over time. This can result in decreased customer loyalty and repeat business.

Consumer Safety:
Counterfeit products can pose serious safety risks to consumers, particularly in industries like pharmaceuticals, electronics, and automotive. Substandard and non-compliant counterfeit products may lead to accidents, injuries, or health issues.

Intellectual Property Protection:
Enterprises often spend significant resources on research, development, and innovation. Counterfeiters may steal and replicate intellectual property, undermining the efforts and investment made by the legitimate business.

Supply chain vulnerabilities:
Counterfeiters can infiltrate legitimate supply chains and introduce counterfeit products, leading to confusion and potential safety risks for consumers.

BSecured Ecosystem

To combat counterfeiting challenges and to protect customers and businesses from its adverse effects, we had formed an anti-counterfeiting BSecured ecosystem, where industry specific solutions are developed based on Blockchain technology. BSecured have a common fundamental architecture of securing data in QR codes to make it tamper proof and enabling the same for authenticity, which are core features of Blockchain Technology.
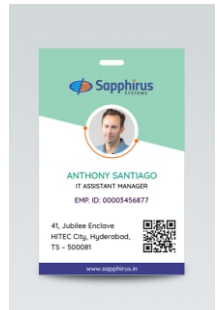
BLOCKCHAIN

Blockchain technology is an advanced database mechanism that stores data in blocks that are linked together in a chain via cryptography. The goal of Blockchain is to allow digital information to be recorded and distributed, but not edited, a Blockchain is the foundation for immutable ledgers, or records of transactions that cannot be altered, deleted, or destroyed.

ID SECURE

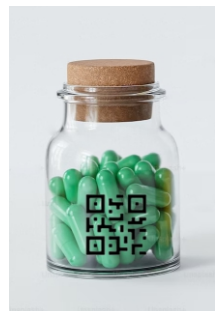**Ensuring greater security, reduced identity fraud and improved trust in identity verification.**

◈ Generating a unique Blockchain secured QR (BSQR) code with a unique digital hash in it which contains string of information like name, company, code, department etc.

◈ Embedding the same Blockchain secured QR code on ID.

◈ End user can scan the QR Code to verify and validate.

LABEL SECURE

Every label here tells a story of quality, integrity and promise of excellence within.

◈ Generating & Embedding Blockchain backed QR Codes on products which holds string of product information.

◈ QR scan allows verifier/customer to track when and where product digitally shifted hands till it reached.

◈ API integration option available to communicate with printing software to roll-out quickly.

DOC SECURE

Preserving the secrets within, documents here are guarded by the shield of encryption.

◈ Generating & Embedding Blockchain secured QR Code in the document which holds string of information.

◈ Generating a new PDF from the QR code document and a unique hash value for it to place on BlockChain.

◈ Scanning QR Code allows user to preview original document and BlockChain transaction record.